



The Jury for the 2010 Gaïa Prize
has nominated

M. Jean-Claude Biver

« As Winner in the Entrepreneurship category »

*« For his career in its totality and in his capacity as visionary businessman
and marketing genius »*

and

M. Jacques Muller and M. Elmar Mock

« as Winners in the Craftsmanship – Creation category »

*«inventors of new technical solutions contained in the patents of the conception of the
original Swatch watch »*

The prizes will be awarded on the September 16th, 2010 at 6.30 pm
At the *Musée International d'Horlogerie*.

In 1993, the Gaïa Prize was created in honour of one of the first patrons of the Musée d'Horlogerie, M.Maurice Ditisheim, President of the Board of Directors of the *Bureau de Contrôle des ouvrages en métaux précieux*, a distinction destined to reward prominent figures whose activities, works and studies linked to time have promoted watchmaking and its art far beyond national borders. Since 2007, the Gaïa Prize has been favoured with the support of the Julius Baer & Cie Bank.